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Mr KIM Jin-gon
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Ms KIM Min-ju
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Mr Nestor O. JARDIN
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Ms PAM Hu
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Ms Lucinda SEAH
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Mr VU Chi Thanh
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Indonesia Mrs. Enny Budiarti Hardjito
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Assistant Minister,
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Mr LIANG Chuan
Secretary of Assistant Minister,
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Ms YANG Yan
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Mr LIU Genshan
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Mr CHON Chan Wa
Photographer, Cultural Affairs Bureau of Macao SAR Government

Mr ZHU Fenghan
Deputy Executive Director, National Museum of China

Mr YIM Shui Yuen
Senior Consultant, The Capital Museum

Mr QIAN Shijin
Vice President and Artistic Director, Shanghai Grand Theatre

Hong Kong
Special
Administrative
Region

Dr Patrick HO
Secretary for Home Affairs,
Hong Kong Special Administrative Region

Ms Shelly LEE
Permanent Secretary for Home Affairs,
Hong Kong Special Administrative Region

Ms Anissa WONG
Director of Leisure and Cultural Services,
Hong Kong Special Administrative Region

**Mr Maurice LEE**

Lawyer and Writer

Mr Maurice Lee is a lawyer and writer. Currently, he is a partner of Robertsons, Solicitors and Notaries. He is a registered lawyer in England, Australia and Singapore. He is also a Foreign Law Consultant of Hawaii, USA and China. Attesting Officer in Hong Kong appointed by the Ministry of Justice. He is the President of the Hong Kong Mediation Centre and a Council member of the Hong Kong Institute of Arbitrators. In his creative career, Mr Lee was a scriptwriter for Hong Kong Television Broadcast and Radio Hong Kong. He has been a columnist for the newspapers and magazines in Hong Kong including Sing Tao Daily, Sing Pao Daily, Wen Wei Po. He was also a part-time radio program host of Metro Radio and Commercial Radio Hong Kong. Mr Lee is the author of legal fictions and books, and one of the books was translated and published in Japan in 2002.

In addition, Mr Lee has held numerous government appointments and engaged himself in the community participations such as Member of the Election Committee for Deputies to National Congress of the Peoples' Republic of China 2002, Member of the Chief Executive Election Committee of Hong Kong Special Administrative Region 1998 and 2002, Member of the Board of Urban Renewal Authority Hong Kong since 2002, Member of the Social Workers Registration Board 2004, Member of the Women' s Commission 2001 to 2004 and Member of the Arts Development Council 2005. He is also the Legal Advisor to Jiangsu Province of China.



Professor LIN Meicun

Professor of School of Archaeology and Museology, Peking University

Professor of Peking University. Born in Dandong in 1956. Between 1977 and 1982, studied Archaeology at the Department of History, Peking University. Between 1982 and 1992, began to study Archaeology of Silk Roads and the ancient languages of Central Asia, especially Gándhári at the China Institute of Cultural Relics. As a visiting scholar invited by Professor Richard Salomon, studied ancient languages of Central Asia at Washington University (Seattle) in 1993. Since 1994, have been working at the Department of Archaeology (now called School of Archaeology and Museology), Peking University, and teaching Archaeology of Silk Roads (from the Bronze Age of China to the epoch when Zheng He voyaged to the Western Oceans). Since 1982, have been conducted archaeological surveys on ancient ruins along the Silk roads of Xinjiang, Gansu, Inner Mongolia and Qinghai almost in every year, and explored in Taklamakan Desert for many times. In 1999, took charge of the archaeological excavation of Tibetan Tombs in Dulan County, Qinghai. In 2005, as an advisor to CCTV, visited the more than 10 countries of East-South Asia and Middle East and Turkish for conducting a survey on the historical remains concerning that Zheng He voyaged to the Western Oceans. As a Chinese archaeologist, to be invited to attend various international scholarly activities. Since 1984, more than 100 articles in scholarly periodicals of Britain, Japan, United States, Germany and China, and 8 academic books have been published in China and Japan.



Mr Simon ANHOLT

Developer of the concept of the "Nations Brands Index"

Simon ANHOLT is regarded as the world's leading specialist in creating brand strategies for countries, cities and regions. He is the British Government's advisor on Public Diplomacy, and has advised the governments of Croatia, the Netherlands, Jamaica, Tanzania, Sweden, Botswana, Germany, the Baltic Sea Region, Bhutan, Ecuador, New Zealand, Switzerland and Slovenia; the United Nations, the World Bank and many other organisations. He is a Parliamentarian of the European Cultural Parliament and Editor of the quarterly journal, Place Branding. His books include the best-seller *Another One Bites The Grass*; *Brand New Justice* (which deals with the role of brands in economic development), and *Brand America*, (which charts the rise and fall of America's reputation). He is also a co-author of *Beyond Branding*, *The Economist's Brands and Branding*, *Heritage and Identity* and *Destination Marketing*. He is the founder of the Anholt-GMI Nation Brands Index and the Anholt-GMI City Brands Index.



Dr Thomas LEUNG

Founder and President, Culture Regeneration Research Society

In 1994, Dr Thomas Leung started the "Culture Regeneration Research Society" and as well as the Chinese Culture quarterly publication in Vancouver, Canada. Chinese Culture aims at reinforcing the spiritual communication between the East and West.

Dr Leung has taught in various institutions throughout the Pacific Regions as visiting and consulting professor, many of which includes, Simon Fraser University, The University of British Columbia, The University of Hong Kong, The Hong Kong Baptist University, National Sun Yat-sen University, Shandong University, Tsing Hua University. From time to time, Dr Leung also conducts presentations around the globe about religious, philosophical and cultural issues. Throughout his career, he has published more than 20 books, 100 pieces of academic papers, more than 500 pieces of articles and no less than 100 videos and tapes. Some of his works were translated into English, Russian, Vietnamese and Korean for mass distribution and sales. Other than his niche as a writer, a scholar, Dr Leung also plays a role as a commentator at the newspaper columns and radio stations.

In 1996, Dr Leung was selected as one of the World's 500 Most Outstanding Achievement Individuals and as well as one of the World's 500 Most Influential Individuals. Furthermore, he was then selected as Man of the Year in 1997 and one of the Most Outstanding Scholars in the 20th Century in 1999.



Dr SONG Weon Geun

Director of International Relations

MBC

After finishing his MPA in Public Administration from Syracuse University (US), Dr Song Joined MBC in 1984. He soon fulfilled various leadership roles within MBC, such as the Senior Officer of the General Affairs Division and Deputy Director of Unification Broadcasting Research Center. He furthered his academics by obtaining a PhD in Public Administration from Hankook University of Foreign Studies and an MA in Communications from Cleveland State University. Esteemed for his leadership skills over his tenure at MBC, Dr Song was appointed as the Director of International Relations in March 2002.

Dr Song is currently married and has one son and one daughter.



Professor CHAN Wing-wah

Professor of Music and Associate Dean of Arts, The Chinese University of Hong Kong

Chan Wing-wah is honorary advisor to the China Broadcasting Folk Orchestra in Beijing and the Singapore Chinese Orchestra. Locally, he was appointed to the Copyright Tribunal, the former Regional Council and the Hong Kong Arts Development Council. He is now Chairman of the Jockey Club Music & Dance Fund, Chairman of the Composers and Authors Society of Hong Kong, a General Committee member of the Hong Kong Philharmonic Orchestra and the advisor to the Hong Kong Chinese Orchestra. Professor Chan was appointed a Justice of the Peace by the Hong Kong government in 2000.

His compositions include seven symphonies and other chamber and orchestral works. He won the 1st prize at the 1981 International Double Reed Society Composition Contest, USA, the 1988 Yoshiro Irino Memorial Prize, the '20th Century Masterpieces by Chinese Composers' Award by the China Culture Promotion Society in Beijing in 1993. He was named Composer of the Year in 1991 and received the 1992 Ten Outstanding Young Persons Award. His symphonies were recorded by HUGO Productions. Performers of his music included the Kronos Quartet, St. Petersburg Symphony Orchestra, the Kroumata Ensemble of Sweden, as well as performing groups from over twenty countries.



Mr Pushpendra Rai

Acting Director, Intellectual Property and Economic Development Department,
World Intellectual Property Organisation (WIPO)

Pushpendra RAI, a national of India, is the Acting Director of the Intellectual Property and Economic Development Division in the World Intellectual Property Organization (WIPO). He is responsible for coordinating activities and studies related to intellectual property and economic development; implementing programs to assist developing countries in using the intellectual property system for development and for strengthening contacts with other international organizations and specialized agencies to coordinate activities in these areas.

Mr Rai has also worked in the WIPO Worldwide Academy, where apart from academic activities, he was responsible for the institution's external relations with Members States, international organizations and educational institutions and also for concluding framework agreements of cooperation with other institutions for joint organization of courses and programs.

Before joining the WIPO in 1999, Mr Rai worked for several years at the policy formulation and implementation levels in the Government of India, in various fields including economic development, international trade and cooperation and intellectual property rights. His last appointment in the Government of India was Joint Secretary, Ministry of Industry, in which capacity, he supervised the office of the Controller General of Patents, Designs and Trade Marks. He was the Secretary of the National Expert Group on IPRs; Member of the National Patent Advisory Committee; Chairman of the National Committee for Amendment of Patent Rules; Member Secretary, Foreign Investment Promotion Council; Alternate Director for India at the Asian Productivity Organization and Nodal officer for India for two disputes at the World Trade Organization (WTO) in the area of TRIPS. He represented India in various bilateral and multilateral economic and trade negotiations for several years and has published papers and lectured extensively on various aspects of intellectual property rights.

Mr Rai has a postgraduate degree in Economics from the University of Lucknow, India, a postgraduate degree in Public Administration from Harvard University, USA and a Ph.D in intellectual property rights.



Mr Alex Yi-Chen GUO

CEO, artkey Art Licensing Center

Mr Alex Yi-Chen Guo is the founder and the CEO of artkey Art Licensing Center. Having learnt and devoted into arts and painting since early childhood, he has held more than 5 personal art exhibitions. He later furthered his studies and achieved his MBA degree.

Mr Guo strongly believed that there is a lack of communication channel between artists and the mass public, therefore in 1996, he established the world's first Asian art licensing corporation, artkey Art Licensing Center, which aims at promoting and putting forward the Eastern art to the international market.

Mr Guo is currently the Consult Commissioner of the Taiwan Culture Construct Affairs and as well as the lecturer at the "School of E-learning" of the aforementioned organization. He is also the columnist of the LIMA China "East Change Guo Brand Licensing Column" and as well as the Taiwan Economy Office Digital Content Industry Weekly "your key to art - Art Licensing Column". Furthermore to help the art business, he also plans various art shows, like the Global Chinese Network Art Show. Mr Guo is renowned in utilizing lively speeches in demonstrating his passion for the art licensing business.



Miss Anne C.Y. CHOI

President, Asian Patent Attorneys Association, Hong Kong Group

Miss Choi graduated from the University of Hong Kong with a Bachelor of Laws Honours degree in 1975. She completed the Postgraduate Certificate in Laws the following year.

She joined the law firm of Wilkinson & Grist in Hong Kong in 1976 and was admitted as a solicitor of the Supreme Court of Hong Kong in April 1978. Miss Choi has since 1981 been a partner of the firm and now heads its Intellectual Property Department. Miss Choi's practice covers all aspects of intellectual property, including prosecution of applications, advising on and drafting documentation in relation to intellectual property licensing and franchising and also litigation involving infringement of trade marks, copyright, design and patent.

In 1987, Miss Choi was invited by the Attorney General of Hong Kong to be a member of the Copyright Sub-Committee of the Law Reform Commission which was set up by the Hong Kong Government to look into reforms in various aspects of the law. The Sub-Committee published its report in 1993 with its recommendations for the new copyright law. The recommendations have largely been adopted in the Copyright Ordinance which came into effect in June 1997.

She is a member of a number of international organisations relating to Intellectual Property including International Association for the Protection of Industrial Property (AIPPI), International Federation of Industrial Property Attorneys (FICPI) and International Trade Mark Association (INTA) of which she is the Project Team Leader of the Due Diligence Project Team of the Trademark Administrators Committee. She is currently the President of the Hong Kong Group of Asian Patent Attorney Association (APAA) and a council member of the Hong Kong Institute of Trade Marks Practitioners.

Miss Choi has been featured in "Guide to the World's Leading Trade Mark Law Practitioners", "Asia Pacific Legal 500", "Asia law Leading Lawyers 2005", and several other articles. She has spoken and delivered papers on many occasions in international conferences.

Miss Choi has been admitted as a solicitor in the U.K. and the States of New South Wales and Victoria in Australia. She is also a Notary Public in Hong Kong.



Mr K.C. SIU

Managing Director, Hong Kong Record Ltd

Mr Siu is the managing director and founder of Hong Kong Record Limited and standing committee member of Hong Kong Record Merchants Association.

Mr Siu is a violinist and served as first violinist of the Hong Kong Philharmonic Orchestra. He subsequently went to the United States to further his violin training with Nathan Rubin. He returned to Hong Kong in 1980 and worked for a number of eminent schools as violin teacher and coach of student string orchestras. The string orchestra under his baton succeeded in securing championship for many years in the annual school music festival for its outstanding performance and warm timbre. Mr Siu then went on to found DoReMi AV Records in the mid-1980s (the company was renamed Hong Kong Record in early 1990s), embarking on his venture in the retail record business. Over the past 20 years, the business has grown into a sizable operation with three branches commanding a total area of 20,000 square metres.

Hong Kong Record has succeeded in establishing its position as the premier record company in the city. This owes not only to Mr Siu's enduring passion for music and total commitment to the music profession but his insistence on quality service, sound expertise, the very modern and stylistic decoration of the shops, creating excellent shopping pleasure. These all contribute to its unchallengeable competitiveness. This has also created a role model for local operators in the retail record trade.



Mr Joseph KOO

Composer

Renowned for his ever-popular TV drama title theme songs, Canto-pop songwriter Joseph Koo, who has composed more than 1,200 works, is a household name in Hong Kong. He was crowned the "Godfather of Cantopop".

Koo won a scholarship to study at the Berklee College of Music in Boston in the 1960s. After returning to Hong Kong, Koo began writing music and film scores for Shaw Brothers and Golden Harvest films, including *Fist of Fury*, *The Big Boss*, and *Enter The Dragon* starring Bruce Lee, in the mean time, Koo also formed his own band to perform in the nightclubs. Subsequently, he joined Television Broadcasts Limited as Music Director. Many of the TV drama title theme songs during this period became great hits and triggered off the Canto-pop trend in Hong Kong, many Canto-pop singers become super stars by singing his songs. Koo took a six-month sabbatical in 1981 to study film and electronic music at the Dick Grove Music Workshops in Los Angeles.

Koo has received an MBE from the United Kingdom in 1982, the Hall of Fame Award from the Composers and Authors Society of Hong Kong in 1997, and the Bronze Bauhinia Star from the Hong Kong Government in 1998. He has also won numerous awards and prizes in Asian Film Festival, the Taiwan Golden Horse Awards and the Hong Kong Film Awards among others. Many of his works were selected as Top Ten Gold Songs. One of his compositions "Shanghai Bund" was selected as one of the ten-millennium songs! Some of his other well known golden hits are "Ti Xiao Yin Yuan", "Xiao Li Fei Dao", "Yi Tian Tu Long Ji", etc. Apart from film scores and title theme songs, Koo's works also include children songs and commercial jingles.

Koo immigrated to Vancouver recently and returns to Hong Kong composing occasionally and selectively, which conveys his passion and concern in the Hong Kong music scene. In 2003 he and James Wong composed a musical "Sweet & Sour Hong Kong", which was presented by the Hong Kong Repertory Theatre, Hong Kong Chinese Orchestra and Hong Kong Dance Company. It was very successful!



Mr Elton YEUNG

CEO, Composers and Authors Society of Hong Kong Ltd. (CASH)

Mr Elton Yeung is the Chief Executive Officer of Composers and Authors Society of Hong Kong Ltd (CASH). With a strong passion in music, Mr Yeung turned his way in 2001 from being a Senior Banker with major European banks in Hong Kong and Canada where he served for over two decades, and devoted himself to a music related career path.

His vision is to build on his expertise to lead CASH to a modern Society which works not only with CASH Members, but with the community at large, so that the use of their musical and literary work is licensed and the returns on use are properly maximized. He also committed to enhancing corporate relationships with affiliated societies around the globe.

Yeung is also committed in public services. Apart from contributing in the Government's Central Policy Unit Cultural & Creative Industries Advisory Panel, he is a member of the Social Welfare Department's Advisory Committee in relation to employment opportunities for the disabled.



Mr Patrick FRATER

Asia Editor, Variety

Patrick Frater was appointed Asia Editor at leading entertainment trade publication Variety in June 2005 and moved to Hong Kong this summer. The move is part of a commitment by Variety to increasing and improving its coverage of the fastest-moving section of the world's film industry. He has opened Variety's first branch office in Asia and has direct oversight of the dozen correspondents which Variety fields in this region.

Prior to his arrival in Hong Kong he was based in London, where he held various posts with Screen International, most recently International Editor.

Educated at the London School of Economics, Frater began his journalistic career with Investors' Chronicle. He lived in France for six years working as a freelance business, finance and media journalist with publications including The Financial Times, The Sunday Times, The Guardian, The European, Billboard, Media International, European Video Review, Film Journal, Le Film Francais, Blickpunkt Film and Music & Media.

He is also a regular TV and radio broadcaster and has consultancy experience with Andre Brouchet Conseil (ABC), Economist Intelligence Unit and European Fund Industry Services (EFIS).



Mr Peter Ho-Sun CHAN

Film Director, Producer, Chairman of Applause Pictures

Mr Peter Ho-Sun CHAN is one of Hong Kong's most critically acclaimed film directors. His directorial debut in 1991, *Alan & Eric: Between Hello And Goodbye*, was crowned Best Film at The Directors Guild Of Hong Kong. He founded United Filmmakers Organization (UFO) in the early 1990s and has produced and directed films that were both critical and commercial successes. His *He's a woman, She's A Man* (1994) was awarded The Best Film Of The Year by The Directors Guild Of Hong Kong which also honored him The Best Director that year. His most lauded work, *Comrades, Almost A Love Story* (1997) swept the Hong Kong Film Awards winning an unprecedented nine awards, including Best Film and Director. It also won six Golden Bauhinia Awards and two Golden Horse Awards. *Comrades, Almost A Love Story* was one of Time magazine's top 10 movies of 1997. In 1998, Chan was voted one of the top 10 directors to watch by Variety magazine. That year, Chan made his first foray into Hollywood directing *The Love Letter* for DreamWorks. Chan's latest picture is *Perhaps Love*, his first musical and a major breakthrough in his career.



Miss Charmaine KOO

Head of Commercial IP & Entertainment, Deacons

Charmaine is a partner who is admitted as a solicitor in Hong Kong, Canada, England and Wales. She is also qualified as a barrister in Ontario, Canada. Charmaine has a B.Sc from the University of Toronto, an LL.B from Queen's University, an LL.M from Cambridge University and a Diploma in Intellectual Property Law and Practice from the University of Bristol. Charmaine's practice covers commercial transactions involving intellectual property issues, Music and Entertainment Law, Internet and e-commerce issues and enforcing intellectual property rights.

Charmaine is one of Hong Kong's leading entertainment lawyers and the head of our Entertainment and Media Practice Group. She represents many of the U.S. and European major studios, as well as leading Asian studios from throughout the region, prominent independent producers, distributors, sales agents, financiers and talent on transactional and contentious issues including film financing, chain of title clearance, distribution, exploitation, acquisition, production, co-production in Hong Kong, China and other countries, enforcement or disputes regarding rights. Charmaine's experience further extends to the television, music, publishing, internet and technology industries and she represents many international music publishers, record companies and television networks.

Charmaine was previously in-house counsel of one of the U.S. Major Studio's Asian headquarters. Charmaine is fully trilingual in English, Cantonese and Mandarin.

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Mr Jonathan Hyong-Joon KIM

Chairman, Korean Film Producer's Association; President, Hanmac Films

Jonathan Kim is the Chairman of the Korean Film Producer's Association and the President of Hanmac Films.

With the career in the Korean film industry that spans two decades, Mr. Kim has produced 15 motion picture films. His recent blockbuster "Silmido", based on the true story of a team of South Korean commandos trained to assassinate the North Korean President, blew away with all records with 12 million box office tickets sold, representing one-quarter of the South Korean population.

In 2004, Mr. Kim was awarded the Daejong Award for Best Executive Producer, the Korean equivalent of Oscar.



Mr Timothy SHEN

Acting CEO & Executive Director, Universal Holdings Limited

Mr. Shen is currently the CFO & Executive Director of a Hong Kong listed company, Universal Holdings Limited (HSI stock code: 419) which is a dominant content provider and a Total Media operator in China and the founder of the chinaidol.com.cn, which is a leading talent and idol search portal in China. He graduated from the University of Alberta with a B. Comm degree in 1983. He also holds a MBA Degree from the Simon Fraser University. His professional designations include the Certified Public Accountant (USA), Certified Financial Planner (Canada), and Chartered Financial Planner (Canada).

He has over 20 years of extensive experience in the accounting, corporate finance, investment and M&A advisory areas with companies such as Merrill Lynch, Coopers & Lybrand, China Merchants Holdings International etc. He is a member of the American Institute of the Certified Public Accountants, Fellow member of the Hong Kong Institute of Certified Public Accountants, Member of the Financial Planners Standards Council of Canada, Executive Committee Member of the Hong Kong Private Equity & Venture Capital Association, senior member of the Hong Kong Association of Corporate Treasurers, the Director of the IRAA (Investor Relations Association Asia), Council Member of the Hong Kong Logistics Association and National Chairman of the Canada China Trade Development Association.



Dr Ma Ka Fai

Assistant Director of the Chinese Civilisation Centre of the City University of Hong Kong

Dr Ma Ka fai was born in Hong Kong in 1963. After completing his secondary education, he furthered his studies in Taiwan, and received his bachelor's degree from the Department of Psychology of National Taiwan University, majoring in social psychology. He started writing in his university years, and had published "Studies on Li Ao" (Taiwan Yuan Liu), "Urban New Humans" (Taiwan Yuan Liu), "Psychological Tidbits" (Taiwan Laureate), "Consumer Psychology" (Taiwan Yuan Liu), "Daughterly Love" (Hong Kong Sub-culture), "Dazzled Eyes and Indulgent Beauty" (Hong Kong Enrich) and other books.

After graduation, Ma joined an advertising agency and worked as a sales planner. Later he joined the media profession, working with "Earth Geographic Magazine" as a reporter. He spent two years reporting in Laos, Cambodia and Burma. In 1988, he furthered his studies in the US, and earned his Master of Social Sciences degree from the University of Chicago. His thesis was entitled "Heroic type films and their relationship with Hong Kong's social changes", and won The Earl S. and Esther Johnson Prize. In late 1996, he received his PhD in Sociology from the University of Wisconsin, Madison, majoring in political sociology and cultural studies. During that period, he acted as teaching assistant and lecturer, and won a number of teaching prizes.

He returned to Hong Kong in 1997 and joined Ming Pao Daily as Deputy Chief Editor, responsible for the planning of the supplements. At the end of March that year, he set up the "Century" supplement, which soon became an important forum for Hong Kong's intelligentsia. In mid 1998, he joined the City University of Hong Kong as Assistant Director of the Chinese Civilisation Centre, mainly responsible for the planning and development of web-based teaching. In addition, he actively took part in the planning of TV, radio and print media, with a special passion for the promotion of reading. He is also a columnist for publications in China, Taiwan and Hong Kong, including Ming Pao Daily, Hong Kong Economic Journal, Shenzhen Commercial Daily, China Times and The Journalist. Between 1998 and 2001, he was a guest host for Phoenix Satellite TV, and took part in planning the programme "Trip of Three" which won the "10 Best Programmes" award in China.



Miss Karina Africa BOLASCO

Assistant General Manager, Anvil Publishing, Inc.

Miss Karina Africa BOLASCO is founder and publishing manager of Anvil Publishing, Inc., six times cited Publisher of the Year by the Manila Critics Circle. Under her leadership, 103 Anvil titles have won National Book Awards. In 1995, she was given The Outstanding Women in the Nation's Service (TOWNS) award for Literacy and Book Publishing. She was the 2004 Fellow for the Asia Leadership Fellow Program of the Japan Foundation and International House of Japan. She also represented the Philippines in the US-State Department International Visitor Program of 2005. She was a former chair of the National Committee on Cultural Education of the National Commission on Culture and the Arts (NCCA) from 1995 to 2001 and a former governor of the National Book Development Board (NBDB). Her essays have been published in trade journals and her poetry has appeared in *Forbidden Fruit: Women Write the Erotic*, *Kung Ibig Mo: Love Poetry by Women*, and *Returning a Borrowed Tongue* (Coffeehouse Press, USA, ed. by Nick Carbo). She has been in book publishing for twenty five years and has lectured extensively in book publishing conferences, seminars, and courses here and abroad. She is Vice President for External Affairs of the Book Development Association of the Philippines (BDAP), and Board Member of the Book Exporters Association of the Philippines (BEAP), the Philippine Board on Books for Young People (PBBY), and the Writers Union of the Philippines.



Mr Gary LEUNG Kwan Ho

Chief Executive Officer, Red Publishing

Gary Leung Kwan Ho, who graduated from HKU Actuarial Science Department, devoted his first few years of work to Actuarial Industry, field of education and medical service. In 1999, Gary had started a IT company which provided various kinds of internet services. In 2003, Red Corporation Limited was founded. Provision of self-publishing service is the focus business of Red. After a series of resources integration, in 2005, Red has launched a course enrolment platform, traveling services, and a freely circulated travel magazine (EC2travel). Besides, Red has planned to put an online shop into work in 2006.



Mr Mark TAN

Chief Executive Officer of Page One Group and Head of Page One Publishing

Mark Tan is the Chief Executive Officer of Page One Group and Head of Page One Publishing. He founded Page One The Bookshop Pte Ltd in 1983 and has come a long way since, expanding his empire to Malaysia, Thailand, Hong Kong and most recently, Taiwan. From the company's head office in Singapore, he has set up a number of branches in these countries and has also started his own publishing stronghold, Page One Publishing Pte Ltd in 1993, which deals with publishing, trading of rights and distribution. His vast experience of over 21 years in the publishing industry and book trade sees him leading the publishing team to produce over 400 titles, specialising in the fields of architecture, interiors, design and lifestyle-related books, including the regionally acclaimed architecture, design and lifestyle magazine, iSh. The books are also published in ten languages, including French, Dutch, German, Spanish, Italian, Swedish, Danish, Norwegian, Japanese and Chinese, and over 130 titles have been produced this year alone. Mark Tan is prolific in the book and publishing trades and is currently spearheading the Group's expansion plans to move it beyond the region.



Mr AN Boshun

Chief Editor, Changjiang Literature and Art Publishing House Beijing Book Center

The original name of An Boshun was An Baishun. He was born in Dandong in Liaoning Province in 1957.

1978 □ Admitted to the Department of Chinese of Liaoning University

1982 □ Graduation, upon which he was assigned to work in radio and TV stations

1984 □ He became editor and later chief editor of Spring Wind Culture Publishing Company in Boyang, Liaoning. He was later made general manager of Cloth Tiger Culture Publishing Company

2003 □ He joined the Changjiang Culture and Art Publishing Company Beijing Book Centre as chief editor for literature.

1993 □ He founded the Cloth Tiger Book Series, which later became the only book brand in mainland China.

He was elected one of the Ten Great Persons in the Chinese publishing industry in 1998 and 1999, having published nearly 1 million words in novels, critiques as well as drama scripts for TV and Film. He is a member of the Chinese Writers Association.

In April 2004, he planned the publication of "*Wolf Totem*" of which 1 million copies have been published in mainland China. The copyrights have been sold to the US, UK, France, Germany, Italy, Spain, the Netherlands and over 10 countries and areas in Asia, with global impact.



Miss LIN Hsin Chin

Editor-in-chief, China Times Publishing Company

A major in history of art, Ms Lin Hsin Chin joined China Times soon after graduating from university to take up the post of reporter for the paper's art and culture pages, becoming Taiwan's first journalist on artistic subjects with a professional background. At her Sunday column on Taiwan National Palace Museum's treasures, she used a simple language to expound abstruse art theories. These articles were later compiled into a collection titled "Dissecting Paintings over the Tea Cup". By presenting dull facts in the form of stories, supplemented by appealing illustrations, it helps to bring Chinese paintings closer to the ordinary people, no longer some lofty objects stowed away in dark attics.

Miss Lin then went on to Stanford University for further studies and subsequently joined the Far East News as editor cum translator. Later on, she returned to China Times and became the paper's correspondent in San Francisco. Back in Taiwan, she joined China Times Express, the island's popular evening paper, successively filling leadership positions as Head of Mainland China News Centre, Head of Special Projects, and Deputy Chief Writer.

In May 2001, Miss Lin was transferred to the helm of a sister company of the group, China Times Publishing Co. as the chief editor, the company came to publish an array of influential works, many of which made the annual list of "Ten Best Books of China Times". Apart from introducing prominent works of international authors, Miss Lin also devoted strenuous effort to promote Taiwan's indigenous writers. Miss Lin also appears every Thursday on News 98 Radio, introducing new books in the programme "After Office Delights", hosted by Tang Hsiang Lung.



Mr Benny CHIA

Director of Hong Kong Fringe Club

Benny Chia is the Founder and Director of the Hong Kong Fringe Club, Fringe Festival and the City Festival. He was born in Singapore, and educated in Hong Kong and Louvain, Belgium. Between 1987-2003, he has written and produced over 15 dance theatre and theatre productions with Kaitai Chan (One Extra Dance Company, Sydney), Rodney Fisher (Sydney Theatre Company), Tang Shu Wing (No Mans Land, Hong Kong) and Raymond To Kwok Wai (Hong Kong playwright), among others. His productions have been shown in Hong Kong, Macau, Taipei, Adelaide, Melbourne and Sydney. His recent play, To Love & War, had its first reading in Melbourne with Playbox Theatre. He curates art exhibitions, some of which, after having been shown in Hong Kong, have toured to London, Singapore, Seoul, Taipei and Tokyo. He now sits on several arts boards, and is a founding member of the Hong Kong Arts Administrators Association, Hong Kong Arts Development Council and Hong Kong Film Festival Society. He was awarded fellowships by cultural foundations including the Asian Cultural Council, British Council, and the US Information Agency; the Badge of Honour by the Hong Kong Government in 1995 for his services to the community; and Arts Promoter of the Year 1999 by Hong Kong Artists Guild.



Mr Andrew SENIOR

Head of Creative Industries, British Council, UK

Andrew Senior qualified as a solicitor in 1986 and for eight years practised as a commercial lawyer, largely working in Leeds, the UK's second city for legal practice. In 1995 Andrew followed his longstanding interest in the theatre and established his own business, working freelance as a producer and project manager in the performing arts. Over the next four years his clients grew to include some of the UK's leading national, regional and touring theatre companies including the Royal Shakespeare Company and West Yorkshire Playhouse.

In April 1999 Andrew joined the British Council and immediately took over responsibility for developing the British Council's work with the creative industries. This initially focussed on trade promotion work and he and his team have, in partnership with UK Trade & Investment taken creative industries delegations to over twenty priority markets.

Over the past three years, Andrew's work has increasingly focussed on presenting the UK experience of the creative industries agenda in countries as diverse as Colombia, Lithuania, Denmark and Korea. This programme of work looks at developing mutually beneficial opportunities for partnership, within the themes of networking, leadership, capacity building and creative education. He sees all of these as being drivers for the development of the creative economy.

Andrew has lectured on the creative industries and spoken at conferences in Europe and the Far East. He travels extensively, working with colleagues across the world to develop opportunities for the UK's creative sector to work in partnership with their international contemporaries.

His principal interests are the arts, international relations and social policy. He is a passionate advocate for the creative sector and its contribution to the economic and social well-being of society.



Mr Tobias NIELSEN,
CEO, QNB RESEARCH & INTELLIGENCE

Native of Sweden and one of Scandinavia's foremost experts on cultural economics and the creative industries, the economist Nielsen has written several papers and reports on the creative industries and is the author of the book "Understanding the Experience Industry: A Swedish Perspective on Creativity". As a senior analyst with QNB, Mr Nielsen has consulted on strategic development, exterior world analysis and cultural economics on behalf of governmental agencies, municipalities and businesses throughout Scandinavia. The topics include the transformation of the music industry, the value of design, the economic conditions for the symphony orchestras, regional and national film support, cultural and industry policies, and how to map and evaluate the creative industries.

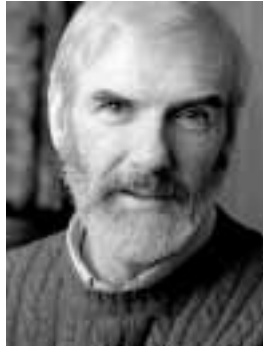


Dr Desmond HUI

Director of the Centre for Cultural Policy Research, University of Hong Kong

Desmond Hui is now Director of the Centre for Cultural Policy Research, Master of Graduate House at the University of Hong Kong, and advisor to the UNESCO on cultural industries in Asia and the Pacific. He obtained his Bachelor of Architecture degree from Cornell University, Master and Doctor of Philosophy from University of Cambridge. Presently member of the Royal Architectural Institute of Canada and registered architect of Ontario, Canada (Ontario Association of Architects) and Hong Kong (Hong Kong Institute of Architects), he has held appointment as Research Fellow of St Edmund's College, University of Cambridge, Guest Scholar at the Canadian Center for Architecture, Montreal and now holds Associate Professorship at the Department of Architecture, HKU. He has been awarded the Institute of International Education Scholarship, American Institute of Architects Student Certificate and Commonwealth Scholarship.

Hui has served as Adjudicator for the 2004 HK Interior Design Association Annual Awards and 2003 HK Art Biennial, Art Advisor for the HK Arts Development Council and the Leisure and Cultural Services Department, Accreditation Panel Member of the HK Council for Academic Accreditation and Member of the Antiquities Advisory Board of the HKSAR Government. He has directed the Baseline Study on HK's Creative Industries (for the Central Policy Unit of the HKSAR Government), Public Art Research and Academic and Financial Study on West Kowloon Cultural District (for the HK Arts Development Council), Heritage and Architectural Walk Study (for the HK Tourism Association) and the Territory-wide Survey of Pre-1950 Buildings in Urban HK (for the Antiquities and Monuments Office). His work includes *The Culture of Space* (published in 1999). His current research includes Study on the Relationship between the Pearl River Delta and Hong Kong's Creative Industries (for the Central Policy Unit of the HKSAR Government) and A Study on Creativity Index (for the Home Affairs Bureau of the HKSAR Government). He has recently been invited to sit on the planning committee of the Creative Arts Centre project in Shek Kip Mei.



Professor Jonathan SPENCE

Sterling Professor of History, Yale University

Professor Jonathan Spence teaches in the field of Chinese history from around 1600 to the present, and on Western images of China since the middle ages. His books include *The Death of Woman Wang* (1978); *The Memory Palace of Matteo Ricci* (1984); *The Question of Hu* (1987); *Chinese Roundabout: Essays on History and Culture*; *The Gate of Heavenly Peace: The Chinese and Their Revolution 1895-1980*; *The Chan's Great Continent: China in Western Minds*; and *God's Chinese Son* (1994). His research often takes him to many Chinese Universities.

Jonathan Spence is president of the American Historical Association for the 2004-2005 term. Recognized as one of the foremost scholars of Chinese civilization from the 16th century to the present, Spence has written extensively on the role of history in shaping modern China. His critically acclaimed *The Search for Modern China* has become one of the standard texts on the last several hundred years of Chinese history. His recent works include a biography of Mao Zedong and *Treason by the Book*, exploring an intriguing episode of 18th-century history.

A native of England, Spence holds a bachelor's degree from Cambridge University and master's and doctoral degrees from Yale. He began teaching at Yale in 1965 and was named the Sterling Professor of History in 1993.

His many honors include the William C. DeVane Medal of the Yale Chapter of Phi Beta Kappa in 1978; the Los Angeles Times History Prize in 1982; and the Vursel Prize of the American Academy and Institute of Arts and Letters in 1983. Spence was named a fellow of the American Academy of Arts and Sciences in 1985. He was a MacArthur Fellow in 1988, and that year was appointed to the Council of Scholars at the Library of Congress.

In June 2001, he was made a Companion of the Distinguished Order of St. Michael and St. George, an honor given by the Queen of England for outstanding achievement.



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Home Affairs Bureau
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